

EVALUATION MATRIX
Invitation For Bid-Best Value WDJ0014
Safe Routes to School-Marketing Services

Company Name:	Loma Media	Estilo Communication, Inc.	TKO Advertising, Inc.	Peer Group Consulting	Jose E. Martinez LLC
Location:	Austin, TX	Austin, TX	Austin, TX	Round Rock, TX	Austin, TX

1. COST: (51 points)

49	51	46	47	46
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2. PROPOSED PROJECT PLAN (25 Points)

20	15	17	14	12
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Written narrative of how firm would conduct project and reach the intended audience.

3. DEMONSTRATED EXPERIENCE AND QUALIFICATIONS (24 Points)

Details regarding firm's prior experience in the field of public health evaluation; experience in reaching low-literacy, Spanish-speaking only , and minority populations; experience in materials which track behavioral changes related to public health.

20	16	12	14	15
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TOTAL POINTS

89	82	75	75	73
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